



*Leader in Patent Analysis and Transaction Advisory Services*

# Automotive Telematics Portfolio

## Patent Acquisition Opportunity

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# Automotive Telematics Patent Portfolio



## Patent

34 US Assets

75 Foreign Counterparts

## Relevant Markets

Automotive Telematics

In-Vehicle Systems

In-Band Modems

eCall

## Evidence of Use

GTT Group has developed EOU materials that are available under NDA.

## Offer Deadline

November 13th, 2015

## Contact GTT Group

Andrew Godsey  
Director, Asset Services  
[agodsey@gttgrp.com](mailto:agodsey@gttgrp.com)

## Opportunity Summary

- GTT Group is exclusively representing the sale of 34 US assets related to in-vehicle systems (IVS) utilized in vehicle to vehicle communication, vehicle to device communication, and vehicle to infrastructure communication.
- Common applications of this technology are vehicle tracking, fleet management, navigation, emergency call systems, connected car features, and insurance risk assessment.
- Key patents in the Automotive Telematics portfolio relate to or are essential to the 3GPP eCall specification, which is scheduled to be implemented in all new cars in Europe by 2018. The patents cover in-band modems that use the same digital voice channel as that used for an emergency voice call.
- The portfolio has broad geographic coverage with foreign counterparts in Europe, Japan, China, Korea, Canada, Taiwan and more.
- GTT Group has developed evidence of use (EOU) materials that illustrate adoption of the patents. Please contact GTT Group to review EOU materials.

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## Market Summary

- Automotive telematics is the unification of vehicle electronics systems with mobile communications and location tracking services.
- As vehicles become more integrated with smart technology, telematics will become a standard feature in all new cars.
- The automotive telematics market will become increasingly robust in the years to come, both in the commercial and consumer vehicle sectors. Estimates value the market at \$40 billion by the year 2019.



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- Key patents in the portfolio pertain to emergency call technology. Vehicles implemented with emergency call technology automatically send out an emergency response call along with the vehicles position, in the event of a crash.



- Currently, newer models of vehicles made by major auto manufacturers are fitted with an emergency call system. In addition, the service providers are providing automatic emergency response calls.
- The market size for the feature will quickly expand in the near future due to governments in Europe, the US, Brazil and Russia introducing regulations that make it mandatory for manufacturers to equip vehicles with automatic emergency response calls.
- The European Parliament's new eCall regulation which will require all new vehicles to be outfitted with emergency call technology by 2018.

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## Transaction Structure

Seller prefers an all-cash transaction.

## Bidding Deadline

All interested parties should plan on placing an offer by November 13th, 2015.

## Submitting an Offer

Offers should be submitted in writing from an authorized party stating the price offered and any material condition to closing.

## Pricing

No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole and arbitrary discretion. GTT Group is able to provide value guidance to qualified interested parties.

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## Non-Notice

Seller has agreed that the information provided to prospective purchasers throughout this sales campaign will not be used in any legal or administrative proceeding directed to enforcement of any patent associated with the Automotive Telematics Patent Portfolio.

## Evidence of Use

GTT Group is prepared to discuss market adoption and present claim charts to interested parties under Seller approved non-disclosure agreement.

## Encumbrances

Encumbrances will be made available under NDA.